ABSTRACT

The increasing number of local residents and regional income in Surabaya has resulted in high demand of residential. It causes a growing number of real estate agents as housing suppliers, includes for middle-up class people. Citraland Surabaya, provides many types of houses which have same building and lot size. Consumers have a lot of housing choices, so it gives them chances to select and evaluate each type of houses according to their need and want. This creates some types of houses are built in large number, whereas others are built in small number.

This research is intended to seek out what drives and influences the consumers in choosing particular type of house. Quantitative and qualitative methodologies with descriptive approach are used in this research. The quantitative approach is done with Chi Square analysis to get relationship between dependent and independent factors. This research is conducted by combining two basic theories: tiga kategori yang mempengaruhi konsumen dalam pengambilan keputusan (Engel, 1990) and faktor yang memotivasi perilaku manusia (Parson dalam Lang, 1966).

The consumers have several reasons in choosing particular type of house, which are similarities in culture, social, psychology, individual, and environment. These reasons affect consumers’ life style, and gradually shape self esteem within them. The life style of prioritizing self esteem influences the consumers to select houses which are being trend in particular time. Furthermore, the factors which influence consumers in selecting type of houses in Citraland are culture, individual, psychology, and environment.

Key words : consumers, culture, individual, psychology, and environment.